

JANUARY							JULY						
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X COPY  
AUGUST 9,  
1965

# fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 6, 1965</u>			
Thursday August 5 2:30 P.M.- 5:00 P.M.	PRESS PREVIEW: XMAS GIFT ITEMS Preview for the press of Bendel's Christmas gift items. By invitation. Publicity: Ruth Hammer Assoc., CI. 7-1100, Ext. 345.	HENRI BENDEL (10 WEST 57TH STREET)	7TH FLOOR
August 6	STERN BROTHERS' RELEASE--"Angela at Londontown." (Preview, Aug. 3)		
August 6	ST. LAURENT PRESS SHOW IN PARIS AT 10:30 A.M. (Friday)		
<u>WEEK BEGINNING MONDAY, AUGUST 9, 1965</u>			
August 9	MACY'S RELEASE--Children's back-to-school fashions. (No Press Show)		
Monday August 9 9:30 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION Preview for press of Ohrbach's Fall shoe collection. By invitation. (For Release, Tues., Aug. 10.) Publicity: Mary Ann Crenshaw, OX. 5-4000.	OHRBACH'S	3RD FLOOR SHOE SALON
Beginning Monday August 9	HOLIDAY AND RESORT JUNIOR FASHIONS Continuous daily showings of Resort, Holiday and early Spring junior dresses and knits, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday August 10 9:30 A.M. Coffee	PRESS PREVIEW: NEW JUNIOR DEPARTMENT Preview for press of Franklin Simon's new "junior" fourth floor. By invitation. (For Release, Thurs., Aug. 12.) Publ.: Mr. Wilmer Weiss, OR.5-1000.	FRANKLIN SIMON	4TH FLOOR
Tuesday August 10 11:30 A.M.	TENNIS WHITES WITH KODEL POLYESTER "Yesterday, Today, and Tomorrow"--press preview featuring tennis whites with Kodel polyester. (Highlights of fashion show to be presented during tennis matches on Sept. 9.) Limousine from 260 Madison Ave. at 11:30 A.M. By invitation. Contact: Jean Maxwell, Paul Bradley, Inc., PL. 2-5105.	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
Beginning Tuesday August 10	OPENING OF RESORT & HOLIDAY COLLECTION Holiday, Resort, and early Spring imported knitwear collection, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.	ARBE IMPORTS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday August 10	OPENING: HOLIDAY COLLECTION Daily informal showings of new Holiday collection--custom-sizes for the petite miss. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday August 10	HOLIDAY, RESORT, EARLY SPRING FASHIONS Continuous showings of Mr. Mort Boutique and Mr. Mort Petite Junior, designed by Theo Hyngstrom. Contact: Nancy Mahon, OX. 5-4760, Ext. 743.	MR. MORT BOUTIQUE; MR. MORT PETITE JUNIOR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
August 11	LORD AND TAYLOR RELEASE DATE--Children's Imported Fashions. (No Press Show)		
Wednesday August 11 9:30 A.M. Coffee	PREVIEW: MILO BAUGHMAN HOME FURNISHINGS Press preview of Milo Baughman's "New Concept" in home furnishings. By invitation. ( <u>For Release, Fri., Aug. 13.</u> ) Publ.: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Wednesday August 11	HOLIDAY AND CRUISE COLLECTION Continuous daily showings of the 1965 Holiday and Cruise collection of imported knit fashions. Contact: WI. 7-8130.	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
August 12	FRANKLIN SIMON RELEASE--New junior department. (Preview, Aug.10--See Pg.1)		
Thursday August 12 1:30 P.M. Luncheon	"ALICE IN LEATHERLAND"- PRESS PREVIEW Three-act presentation, "Alice in Leatherland" in dance and song, featuring talent from Fulton County. Fashions in leather apparel, shoes, handbags, gloves, and accessories by Leather Industries of America, highlighting couture designers using leathers tanned in N.Y. State. Director and commentator: Billie Gould. By invitation. <u>Also, Aug. 12 and Aug. 13 from 3:00 P.M.-8:00 P.M.</u> Publicity: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES; FULTON COUNTY TANNERS	WORLD'S FAIR N.Y. STATE PAVILLION
August 13	MACY'S RELEASE DATE--Milo Baughman's Home Furnishings. (Preview, Aug. 11)		
August 16	OHRBACH'S RELEASE--Back-to-school fashions. (No Press Show)		
August 16	ABRAHAM & STRAUS RELEASE--New Collectors' Corner of Knitwear. (No Show)		
Monday August 16 12:30 P.M. Luncheon	PRESS PREVIEW: MILLINERY BY ADOLFO Adolfo's new millinery collection for Saks Fifth Avenue. By invitation. ( <u>For Release, Tues., Aug. 17.</u> ) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Monday August 16-17 2:00 P.M.-6:00 P.M.	OPENING: 1966 IMPORTED SANDAL COLLECTION Special display and showing for the press, presenting imported sandal collection, Aug. 16 and Aug. 17, from 2:00 P.M. to 6:00 P.M. By invitation. Contact: Helen Perlman, BR. 9-5800.	GOLO FOOTWEAR CORP.	350 FIFTH AVENUE SHOWROOM - 925
Monday August 16 2:30 P.M.	SPRING-SUMMER 1966 FASHION FOOTWEAR Semi-annual forecast of trends in toe shape, silhouette, detailing and materials for women's fashion shoes. Also, an hour-long color slide presentation highlighting design themes from Spring ready-to-wear market. Show will coincide with opening day of the Designer Shoe Guild advance openings. Attendance by advance registration: \$6.00, members; \$9.00, non-members (price includes swatched color guide.) Contact: Thelma Hennessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON AVE.)	HOTEL PLAZA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 17 9:30 A.M. Coffee	PRESS PREVIEW OF FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. (For Release, Wed., Aug. 18.)	BLOOMINGDALE'S	3RD FLOOR FUR SALON
Tuesday August 17 4:00 P.M. Cocktails	SHOE FORUM AND PANEL DISCUSSION "How to Increase Your Shoe Business in the Youth Market." Panel discussion at 4:30 P.M. By invitation. Contact: Peg O. Benson, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Tuesday August 17 4:00 P.M.- 6:00 P.M. Cocktails	SPRING-SUMMER '66 FABRIC EXHIBIT A display of fashion fabrics containing Du Pont textile fibers. Press preview, by invitation. Contact: Ellen Morris, 971-4404. Trade showings from Wed., Aug. 18 through Fri., Aug. 20, from 10:00 A.M. to 4:00 P.M. By invitation. Contact: Patricia McGinn, 971-4653.	DU PONT COMPANY	HOTEL ASTOR VERSAILLES SUITE
Tuesday August 17 5:30 P.M.- 7:30 P.M. Cocktails	PREVIEW: "W'EYES GUISE" FLIRTY LASHES Introduction of "W'Eyes Guise," with special awards to ten famous women with the most flirty eyes. By invitation. Contact: Annette Green Associates, MU. 4-4911.	KLEER-VU INDUSTRIES	WHITNEY MUSEUM 22 WEST 54TH STREET
Beginning Tuesday August 17	OPENING: HOLIDAY COLLECTION Guy D will present his "Look For" Holiday collection, designed by Leo Narducci, at continuous daily showings. Contact: 594-2550.	GUY D	1375 BROADWAY SHOWROOM - 15TH FLOOR
Wednesday August 18 10:30 A.M. Coffee	PRESS PREVIEW: FALL ACCESSORY COLLECTION Preview for the press of Gimbels' Fall accessory collection. By invitation. (For Release, Thurs., Aug. 19.) Publ.: Margot Infantino, LO.4-3300.	GIMBELS	4TH FLOOR AUDITORIUM
Wednesday August 18 10:30 A.M.	EUROPEAN-INSPIRED SPECIAL COLLECTION Press preview of Fall-Holiday European-inspired special collection, designed by Shannon Rodgers for Jerry Silverman. By invitation. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday August 18 1:00 P.M.	SENIOR-HIGH: BACK TO-SCHOOL FASHIONS "The On Set"--a formal showing of back-to-school fashions for the senior-high teen. Tickets: 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN.ACADEMY OF MUSIC 30 LAFAYETTE AVENUE
Thursday August 19 11:30 A.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview for the press of Miss Bergdorf fashions. By invitation. (For Release, Fri., Aug. 20.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Friday August 20 9:30 A.M. Coffee	PRESS PREVIEW: PARIS READY-TO-WEAR FASHIONS Ohrbach's will preview their Paris ready-to-wear collection. By invitation. (For Release, Mon., Aug. 23.) Publicity: Mary Ann Crenshaw, OX. 5-4000.	OHRBACH'S	7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday August 20 11:00 A.M.	PREVIEW: COATS & SUITS BY JEAN-CLAUDE GAUBERT Altman's Young Colony will introduce to the press, Jean-Claude Gaubert, young French designer, whose collection of coats and suits were created and tailored in Paris. By invitation. ( <u>For Release, Tues., Aug. 24.</u> ) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
August 23	OHRBACH RELEASE--Paris ready-to-wear. (Preview, Aug. 20--See Pg. 3)		
August 24	ALTMAN RELEASE--Imported fashions. (Preview, Aug. 20--See Above)		
Tuesday August 24 2:30 P.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Preview of boys' and girls' fashions from Ireland, England, France, and the United States. By invitation. ( <u>For Release, Wed., Aug. 25.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	6TH FLOOR
Tuesday August 24 4:30 P.M. Cocktails	PRESS PREVIEW: MEN'S FALL FASHIONS Gimbels will present men's Fall fashions to the press. By invitation. ( <u>For Release, Thurs., Aug. 26.</u> ) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	2ND FLOOR
Wednesday August 25 1:00 P.M.	JUNIOR-HIGH: BACK- TO-SCHOOL FASHIONS "The Fashion Beat for Fall"--a formal showing of back-to-school fashions for the junior-high teen. Tickets 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN.ACADEMY OF MUSIC 30 LAFAYETTE AVENUE
August 26	GIMBELS RELEASE--Men's Fall fashions. (Preview, Aug. 24--See Above)		
August 26	MACY'S RELEASE DATE--Fall coats and suits. (No Press Show)		
Thursday August 26 4:00 P.M. Cocktails	OPEN HOUSE FOR PRESS: TOUR OF NEW STORE Pre-opening press preview of Alexander's new store. Cocktail party and informal showing of imported ready-to-wear fashions. By invitation only. ( <u>For Release, Fri., Aug. 27.</u> ) Contact: Walter Hauser, PL. 3-1542. Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
August 30	PARIS PICTURE RELEASE DATE.		
Monday August 30 10:00 A.M. Coffee	PRESS PREVIEW: "FOREIGN EXCHANGE" SHOP Preview for the press of the opening of Stern Brothers' "Foreign Exchange" Shop, featuring fashions by young European designers. By invitation. ( <u>For Release, Thurs., Sept. 2.</u> ) Publicity: Jill Schoenbach, IO. 5-7950, Ext. 515.	STERN BROTHERS	3RD FLOOR FOREIGN EXCHANGE SHOP
August 31	ABRAHAM & STRAUS RELEASE--Mary Quant Fashions. (Customer Show, Sept. 7.)		
Sept. 1	OHRBACH RELEASE--"Miss Ohrbach" fashions. (No Press Show)		
Wednesday Sept. 1 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. ( <u>For Release, Fri., Sept. 3.</u> ) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 2	STERN BROTHERS' RELEASE--"FOREIGN EXCHANGE" SHOP.		(Preview, Aug.30--Pg. 4)
Thursday Sept. 2 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. ( <u>For Release, Tues., Sept. 7.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 3	SAKS FIFTH AVENUE--Custom-order collection. (Preview, Sept. 1--See Pg.4)		
Sept. 6	LABOR DAY (Monday)--Legal Holiday		
Sept. 7	BERGDORF GOODMAN RELEASE--Custom-order fashions. (Preview, Sept.2--See Above)		
Tuesday Sept. 7 10:30 A.M. Breakfast	PRESS PREVIEW: "ONE WORLD" IMPORTS Preview for the press of "One World" import collection. By invitation. ( <u>For Release, Thurs., Sept. 9.</u> ) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Tuesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: IMPORTED READY-TO-WEAR Preview for press of Macy's "Made-In-Europe" fashions. By invitation. ( <u>For Release, Wed., Sept. 8.</u> ) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 7 12:00 Noon; 3:00 P.M.	SHOWING OF FASHIONS BY MARY QUANT Showing of Mary Quant "Youthquake" fashions, Barnesville U.S.A., at 12:00 Noon and 3:00 P.M. Open to public. Publ.: Jackie Landesman, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BUDGET DRESSES
Tuesday Sept. 7 1:00 P.M.	HOLIDAY, RESORT, EARLY SPRING COLLECTION Showing of junior dresses, designed by Stanley Herman, for Holiday, Resort and early Spring. By invitation. Continuous thereafter. Contact: Nancy Mahon, OX. 5-4760, Ext. 743.	MR. MORT DESIGNER COLLECTION	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 7	RESORT AND HOLIDAY KNITWEAR COLLECTION Continuous showings of knit dresses and suits for Resort and Holiday. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Wednesday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS BY VENEZIANI Preview for the press of couture fashions, designed for Gimbels by Veneziani of Milan. By invitation. ( <u>For Release, Fri., Sept. 10.</u> ) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR BORGHESE GARDENS
Sept. 9	GIMBELS RELEASE--"One World" import fashions. (Preview, Sept. 7--See Above)		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Bergdorf Goodman will present their Fall import collection. By invitation. ( <u>For Release, Mon., Sept. 13.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 10	MACY'S RELEASE DATE--International Home Furnishings. (No Press Show)		
Sept. 10	LORD AND TAYLOR RELEASE DATE--Parisienne collection. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 10 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--Fall import fashions at breakfast and luncheon showings. Report and commentary by Kathleen Casey, editor-in-chief, "Glamour Magazine." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL GRAND BALLROOM
Sept. 13	BERGDORF GOODMAN RELEASE--Import fashions. (Preview, Sept. 9--See Pg. 5)		
Monday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. (For Release, Tues., Sept. 14.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Sept. 14	PRIMARY DAY IN NEW YORK		
Tuesday Sept. 14 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. (For Release, Wed., Sept. 15.) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 14 12:00 Noon	RESORT-HOLIDAY COLLECTION Showing of Georgia Bullock's Resort and Holiday collection. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 14 2:30 P.M.; 4:00 P.M.	PRESS AND CUSTOMERS: FALL CUSTOM-ORDER Dick Webster will present his custom-order collection to the press and customers at two showings, 2:30 and 4:00 P.M. By invitation. Thereafter by appointment. Publicity: Jan Taylor, TR. 9-8965.	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR
Wednesday Sept. 15 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. (For Release, Thurs., Sept. 16.) Publ.: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	LEXINGTON AVE. & 58TH ST. 5TH FLOOR - RESTAURANT
Wednesday Sept. 15 11:30 A.M. Brunch	PRESS PREVIEW: "MOOD MEDITERRANEAN" IMPORTS Stern Brothers will preview their storewide "Mood Mediterranean" import collection of fashions and home furnishings. By invitation. (For Release, Fri., Sept. 17.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	6TH FLOOR SPECIAL EVENTS CENTER
Wednesday Sept. 15 4:00 P.M.- 6:00 P.M. Cocktails	TYCORA PRODUCTS IN CRESLAN ACRYLIC FIBER "The Nonchalants"--Holiday showing of Tycora products using American Cyanamid's Creslan acrylic fiber. Presented by Caledonia Knits, Goldworm Sportswear, Nantucket Naturals, Tammel Knits, Young Viewpoint Fashions. By invitation. Contact: Wendy Gibb, 956-4615.	AMERICAN CYANAMID CO. (FIBERS DIVISION)	SHERATON-EAST HOTEL BALLROOM
Thursday Sept. 16 2:30 P.M.	OPENING OF RESORT COLLECTION Anthony Blotta's Resort collection. By appointment. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16 5:30 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY PERTEGAZ Lord & Taylor will preview their Fall collection of fashions by Pertegaz. By invitation. ( <u>For Release, Mon., Sept. 20.</u> )	LORD & TAYLOR	3RD FLOOR
Sept. 17	STERN BROTHERS' RELEASE--"Mood Mediterranean." (Preview, Sept. 15--See Pg. 6)		
Friday Sept. 17 9:30 A.M.	PREVIEW: RESORT READY-TO-WEAR COLLECTION First presentation in U.S. by Hosono of Tokyo, at a preview for press and buyers. By invitation. Publ.: Nona Lou Greene, 301 E. 66th St., LE. 5-8151.	HOSONO OF TOKYO HAUTE COUTURE	REGENCY HOTEL BALLROOM
Friday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. ( <u>For Release, Mon., Sept. 20.</u> ) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Sept. 20	MAINBOCHER RELEASE--Custom-order fashions. (Preview, Sept. 17--See Above)		
Sept. 20	LORD & TAYLOR RELEASE--Fashions by Pertegaz. (Preview, Sept. 16--See Above)		
Monday Sept. 20 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR
Monday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT SWIMSUIT COLLECTION Darlene will preview their new swimsuit collection. Showing at 4:30 P.M. By invitation. Fashion Coordinator: Phyllis Youngheart, PL. 1-0752.	DARLENE KNITWEAR (1407 BROADWAY)	FOUR SEASONS 99 EAST 52ND STREET
Tuesday Sept. 21 12:30 P.M. Luncheon	HAUTE COUTURE FASHION SHOW Alexander's International Haute Couture fashion show and champagne basket luncheon, for benefit of the American Cancer Society, N.Y. City Division. Honorary Chmn.: H.H. The Duchess of Windsor. Chmn.: Mesdames Edward F. Hutton and John R. Fell. Co-Chmn.: Mrs. William Poll. ( <u>Completely sold out.</u> ) Public Relations: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
Tuesday Sept. 21 2:30 P.M.; 4:00 P.M.	READY-TO-WEAR AND CUSTOM-ORDER Two showings of custom-order fashions; also Italian and Paris imported ready-to-wear. By invitation. Publicity: Jan Taylor, TR. 9-8965.	MARIANNE SPOTTISWOODE	33 EAST 68TH STREET SALON - 2ND FLOOR
Tuesday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	FIRST ANNUAL AWARDS: "NEWSWORTHY EYEWEAR" The Fashion Eyewear Group of America will present their first annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	FASHION EYEWEAR GROUP OF AMERICA	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 6:15 P.M. Cocktails	BENEFIT PREVIEW-- "SYMPHONY IN B" Cocktail party and preview of Bloomingdale's annual storewide presentation. For benefit of the Juilliard School of Music Scholarship Fund. Tickets: \$10.00; contact: Mr. R. Webster, Bloomingdale's. (For Release, Wed., Sept. 22.)	BLOOMINGDALE'S	5TH FLOOR
Wednesday Sept. 22 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Preview for press of fur collection, designed by Eric Lund exclusively for Henri Bendel. By invitation. (For Release, Fri., Sept. 24.)	HENRI BENDEL	2ND FLOOR FUR SALON
Wednesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. (For Release, Fri., Sept. 24.)	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
Wednesday Sept. 22 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION Press preview of Elizabeth Arden Fall-Winter fashion collection. By invitation. Publicity: Alan McGeehan at McGeehan & O'Connor, PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday Sept. 22 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 22, 23, and 29 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 23 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Imported Fall couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW: FUR FASHIONS Georges Kaplan's Fall and Winter fur fashions, designed by Jacques Kaplan. By invitation. (For Release, Mon., Sept. 27.)	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Tuesday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Wed., Sept. 29.)	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Wednesday Sept. 29 11:30 A.M.	PREVIEW: REVILLON FUR FASHIONS Press showing of Revillon fur fashions. By invitation. (For Release, Fri., Oct. 1.)	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Wednesday Sept. 29 3:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Press preview of Fall-Winter couture fur fashions by Reiss & Fabrizio. By invitation. (For Release, Thurs., Sept. 30.)	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR

# 1966

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